

THE 10 IMMUNIZATION SUCCESS FACTORS (ISFS)

PRACTICAL STRATEGIES FOR PROVIDERS

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A TURNING POINT



POLIO IN THE USA

- First outbreak took place in the year 1900
- Serious epidemics in the 1940s and 1950s
- Primitive methods of treatment



GREAT MEDICAL FIGURES

- **Maurice Brodie**: First scientist to try to find a vaccine for polio
- **Elizabeth Kenny**: Developed treatment regimen
- **Jonas Salk**: Developed the IPV vaccine in 1952 and declared it to the world in 1955



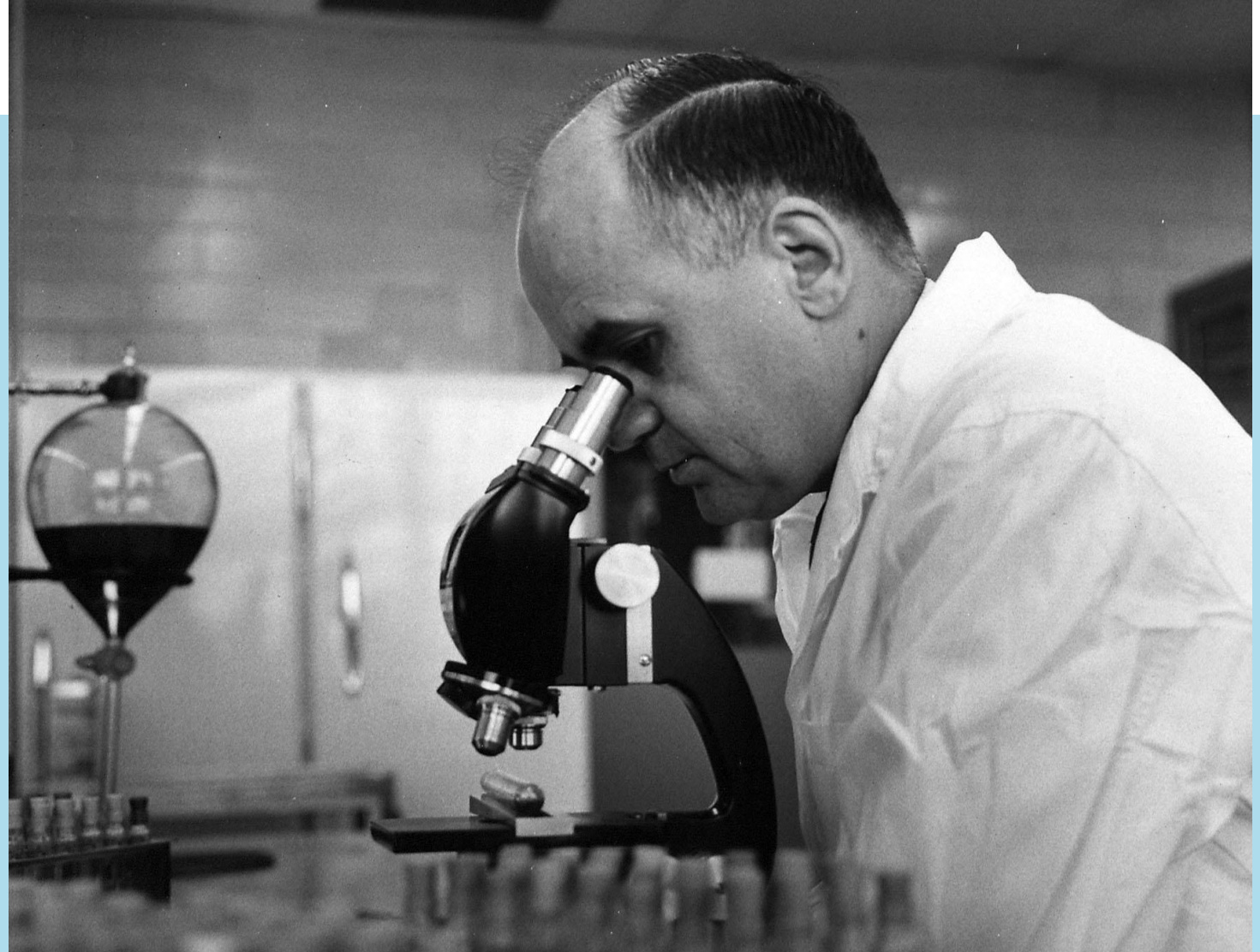
**“THERE IS NO PATENT
(FOR THE POLIO
VACCINE). COULD YOU
PATENT THE SUN?”**

~JONAS SALK



NOT ONLY POLIO!

- **Maurice Hilleman:** The most successful vaccinologist in history
 - He developed forty vaccines, eight of which are now on our routine schedule



WHAT ROLE HAVE VACCINES PLAYED IN OUR LIVES?

- Vaccinating the poor of New York City against smallpox in 1872
- Last case of small pox was recorded in Merca Hospital in Somalia in 1977



SOME VACCINE/DISEASE STATISTICS IN THE USA

- **Pertussis Vaccine: Introduced in 1949**
 - 200,000 cases / year prior to vaccine
 - <18,000 cases in 2016
- **Rubella Vaccine: Introduced in 1969**
 - 12 million case in 1964
 - <10 cases in 2016
- **Measles Vaccine (MMR): Introduced in 1971**
 - 450,00 cases / year
 - <90 cases in 2016

HPV DISEASE FACTS

- 79 million Americans are infected
- 14 million become infected every year
- 23,700 women and 17,300 men get cancers related to HPV every year
- Most common cancer in women is cervical cancer (11,000/year)
- Most common cancer in men is oropharyngeal cancer (13,000/year)
- There is no way to detect HPV infections and there is no effective treatment

HPV VACCINE FACTS

- 120 types of HPV
- The most common high risk types are 16 and 18 (cancer)
- The most common low risk types are 11 and 14 (warts)
- Bivalent HPV vaccine protects against 16 and 18 (*no longer distributed in the U.S.*)
- Quadrivalent 6, 11, 16, and 18 (*no longer distributed in the U.S.*)
- 9-valent 6, 11, 16, 18, 31, 33, 45, 52, and 58
- In the 4 years after the vaccine was recommended in 2006 it decreased the prevalence in women by 56%
 - It has also decreased the incidence significantly

TOP SECRET

The 10 Immunization Success Factors (ISFs)



KEYS TO IMMUNIZATION SUCCESS

- The 10 ISFs

Believing

Having a Motivated Team

Sacrifice

Systematic Pathway

Good Relationship with the Local Health Department

Knowing Your Patients

Good Doctor- Patient Relationship

Know What the “Skeptics” are Saying

Use Personal Examples

Use the Right Approach

BELIEVING



HAVING A GOOD MOTIVATED TEAM



BE READY TO SACRIFICE



HAVING A SYSTEMATIC PATHWAY



GOOD RELATIONSHIP WITH LOCAL HEALTH DEPARTMENT



KNOWING YOUR PATIENTS AND FAMILIES



HAVING A GOOD DOCTOR-PATIENT RELATIONSHIP



KNOWING WHAT THE “SKEPTICS” ARE SAYING



DON'T BE SHY TO USE PERSONAL EXAMPLES



USE THE RIGHT APPROACH



IT IS WORTH IT!



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